Research in Creative Tourism and Reference to Projects Developed in this Area – a few cases from northern Portugal

Paula Remoaldo
paularemoaldo@gmail.com
University of Minho
Lab2PT

Structure

1. Why Creative Tourism makes sense?

2. Is it relevant to achieve sustainable tourism/sustainable development?

3. Is the involvement of stakeholders needed to create sustainable destinations and creative experiences?

4. A few examples from the northern Portugal

5. What must we do in the near future?

1. Why creative tourism makes sense?

Creative tourism emerged as a reaction **against mass cultural tourism,** as consumers seek more authentic and engaging experiences. It involves **active learning experiences** enabling self-expression and creative skill development, with **more extensive relationship between tourism and creative industries emerging**, moving from specific forms of culture to creative content more generally and the platforms making the distribution of this content possible (O.E.C.D., 2014).

An essential feature in this process is the firm link of **creativity to place,** in the local *milieu*, promoting to the visitor an immersive experience within the local culture and local institutions, and generating economic and social added value to the region.

2. Is it relevant to achieve sustainable tourism/sustainable development?

Yes

It’s a matter of survival

The United Nations designated 2017 as the **International Year of Sustainable Tourism for Development**. This makes clear that thirty years have passed since the publication of the **Brundtland Report** and we still need thoughtful discussions on the sustainability of the territories.

- In fact, sustainable tourism continues to be a challenge, **especially its social component,** which includes stakeholders participation in creating new dynamics and leadership in tourism destinations.

SUSTAINABLE TOURISM

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.

(W.T.O. -http://sdt.unwto.org/content/about-us-5 – retrieved 10.03.2017)

Sustainable tourism should:

1) Make optimal use of environmental resources (…);

2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance;

3) Ensure viable, long-term economic operations, **providing socio-economic benefits to all stakeholders** (…).

(W.T.O. -http://sdt.unwto.org/content/about-us-5 – retrieved 10.03.2017)

Main guidelines for sustainability:

Ecological Principles for Sustainable Economic Development (Bramwell, 1973).

Our common future (Brundtland Report - 1987).

Earth Summit (1992).

Currently:

Europe 2020 (and Portugal 2020) – **smart, sustainable and inclusive growth.**

The **2030 Agenda for Sustainable Development and the 17 goals proposed aiming to enhance the transformation of a great number of geographical areas into more sustainable areas in economic, cultural and social terms.**

Main lines of action:

responsible consumption and production of resources, the importance of **an alliance between people**, **partnerships** and prosperity, where **networking,** the win-win cooperation and consolidation of the multidimensional perspective of **networks on a local and regional basis are considered**.

2. Is it relevant to achieve sustainable tourism/sustainable development?

Sustainable tourism

The three pillars of sustainable development are the economic, socio-cultural, and environmental ones.

Problems in achieving sustainable tourism policies (Buckley, 2012) **, due to**:

i) The absense of a precise definition, i.e., encompassing all intrinsic conditions of sustainability;

ii) The non-proportionality in the measurement of impacts;

iii) The deficitary analysis and monitoring of social and political effects associated to this issue.

Source: Patterson , 2004.

- **How many times do we monitor the social impacts?**

Local authorities… Strategic Plan of…

How many municipalities do a work of monitoring the goals defined in the strategic plans performed by external institutions?

Difficulty in working in team… This is the time to move on…

Ten things I've learned about the Portuguese

- https://popanth.com/article/ten-things-ive-learned-about-the-portuguese

- **“The Portuguese tend to underestimate their own country.** They will tell you that it is always in crisis, that it is badly managed, their bureaucracy is a nightmare, everything is so expensive, and so on. (…) You can buy fantastic bottles of wine for a few euros, the transport system is well-designed and aesthetically pleasing, it is constantly sunny over summer, and people are very polite and helpful. **The result of all this is that many Portuguese want to escape to another country, while everyone else seems to want in!”**

The motivations and profile of visitors are changing fast.

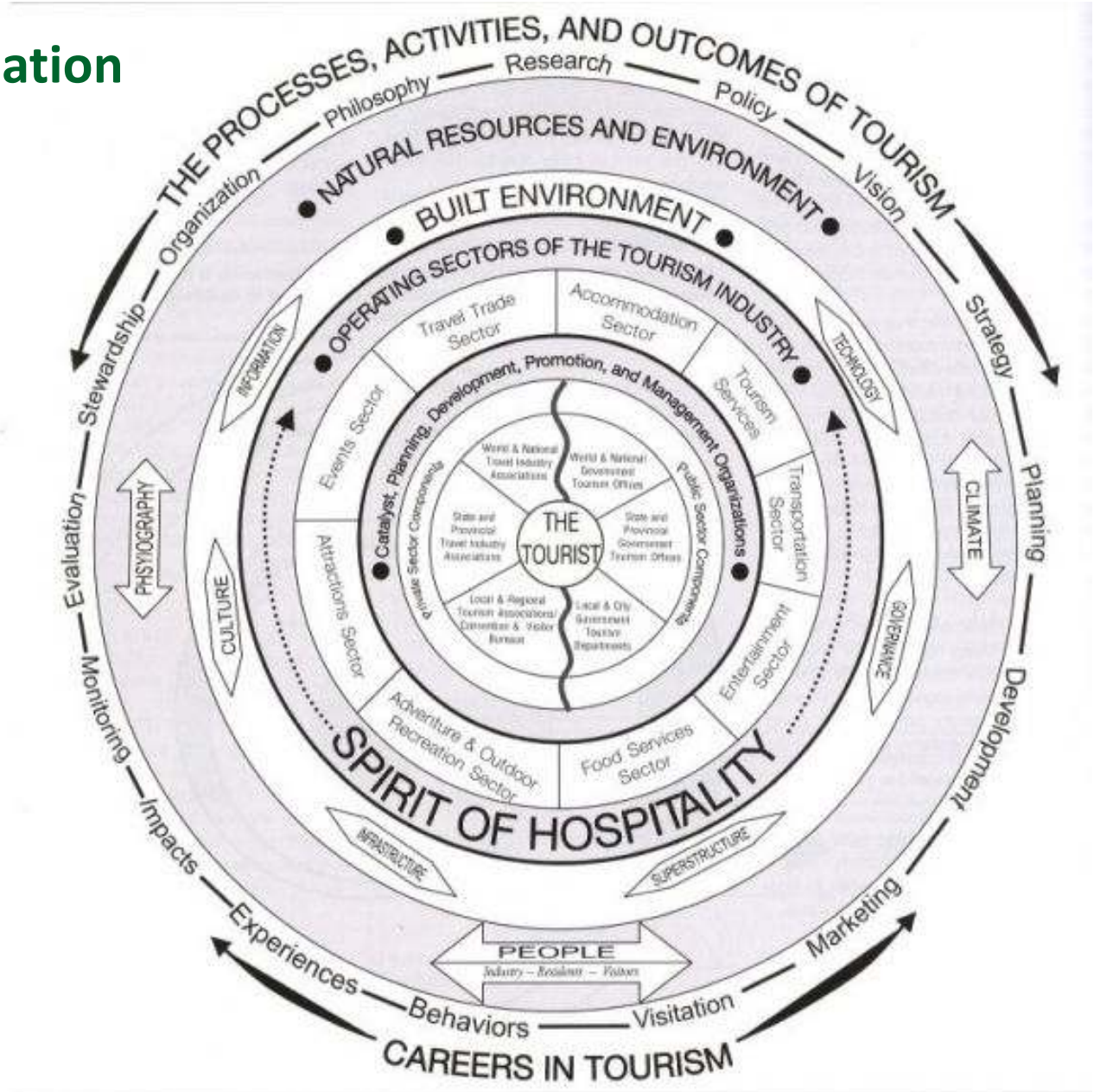
Visitors want to participate and to have unique experiences and have some stories to tell to friends and family, and put it quickly in internet.

(…) the behaviour of tourists has become more and more sophisticated and <u>it is difficult to identify their motivations</u> (Remoaldo, Vareiro, Cadima, Marques, 2016).

- Since the 1960s, the literature has been concerned with tourism motivation as it is fundamental to understanding tourist behaviour (Li *et al.,* 2015).

- The "push e pull" model has been used to understand the decision of choosing a destination.
- The first, "push", **<u>is the one that takes the tourist to decide to travel</u>** and has to do with personal and/or social status of individuals. The second, "pull", is an outside force that is embodied in the attributes of a particular destination (Dias, 2009; Mendes and Vareiro, 2013).

The components of a tourist destination



Source: Goeldner e Ritchie (2006:14) cited by Ritchie, Sheehan e Timur, 2008.

- Tourism can be a proxy for such development strategy. However, it needs to implement actions that can prevent any sort of "museification" of the practices and customs of the rural communities (Lopes et al., 2016).

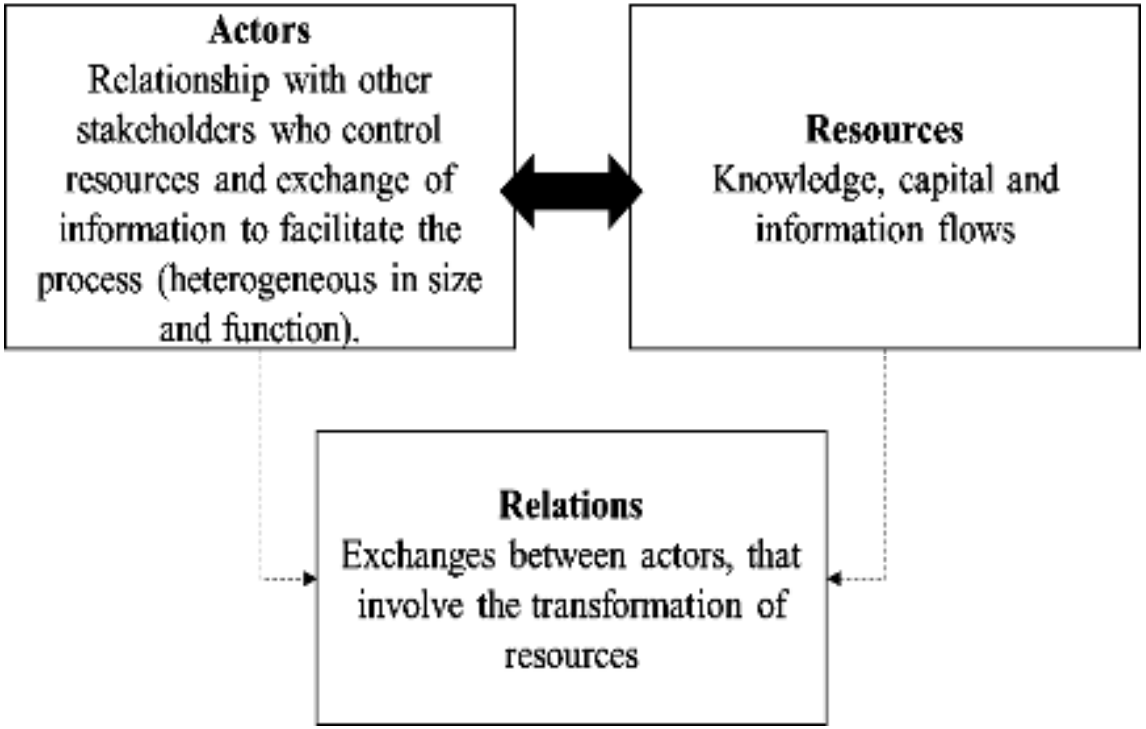
Source: Photos taken by the authors in 12/04/2016.

Post-modernity

Fragmentation of everyday life and relationships - ANOMIE in people's lives (Durkheim).

It forces a person to feel the need to escape from his environment and to seek authenticity and self-improvement in a destination through the experience of the products and facilities offered in the destination (Dann, 1981, cited by Li et al., 2015).

3. Is the involvement of stakeholders needed to create sustainable destinations and creative experiences?

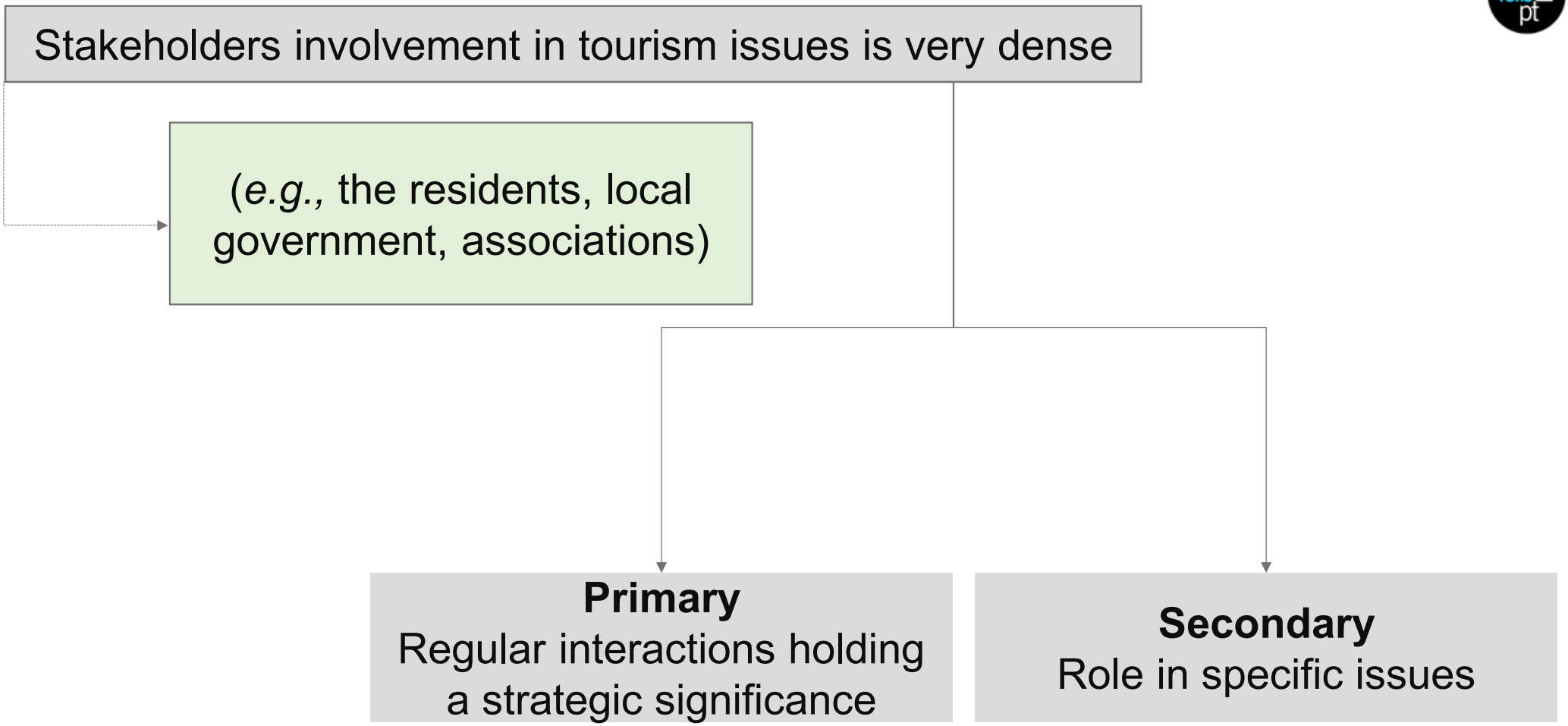


Source: Team of Lab2PT based on Scott *et al.* (2008).

The importance of establishing relations between local actors and their collaboration, including through networks and partnerships (Dredge, 2006; Scott, Cooper & Baggio, 2008).

The network of stakeholders enables to identify multiple outcomes fundamentals to the

identity of territory (Cox, Gyrd-Jones & Gardiner, 2014).



Source: Jones, 2005; Sheehan & Ritchie, 2005; Bornhorst, Ritchie, & Sheehan, 2010.

4. A few examples from northern Portugal

Developing sustainable creative tourism in northern Portugal – working with Universities

Three examples:

1-Boticas (2015-2016);

2-Póvoa de Varzim (2016-2017);

3-CREATOUR (2016-2019) – trying to create partnerships in all 5 NUTS II regions of Portugal mainland.

FIRST EXAMPLE

Lab2PT project (from 2015 to 15 February 2017)
Contribution for sustainable tourism in the Boticas municipality (Northeast of Portugal mainland)

Objectives of the Project

i. To diagnose the tourism potential of the municipality of Boticas.
ii. To identify the image of the Boticas destination.
iii. To assess the perceptions of stakeholders in Boticas in relation to tourism development and their more active participation in economic activity.
iv. To contribute to a more participative and sustainable development of the municipality of Boticas and neighboring municipalities.

- The reduced demographic dynamism of certain inland rural areas, along with the inability to undertake local and regional public initiatives, namely those claiming the action of stakeholders, have been contributing to the weakness of the social and economic framework of a great part of the Portuguese territory (Lopes et al., 2016).

Source: 12/04/2016.

- **In order to shift the devitalisation tendency**, it is essential to develop strategies based on endogenous resources (e.g., landscape, natural or cultural resources) with a view to enhancing their development and not putting in danger their preservation.

A team of geographers, historians, archaeologists, economists, architects, anthropologists and management - the first time working together…

Methods used in the first phase (2015-2017):

1. a study of cultural heritage;
Georeferencing and photographing the heritage – 2016.

2. Construction of a narrative itinerary of memories of places – 2016.

Stakeholders perceptions

3. Two Focus Group on September 2015 (n= 21).

4. Survey to 395 residents (first six months of 2016).

5. Interviews to 25 local and regional stakeholders (July-September 2016).

The team

Olga Matos

Pedro Pereira

Carla Xavier

Paula Remoaldo
Coordinator

Isabel Freitas
Co-coordinator

J. Cadima Ribeiro

Luís Ferreira

Sara Silva
Schoolarship

Helder Lopes
Schoolarship

Vitor Ribeiro

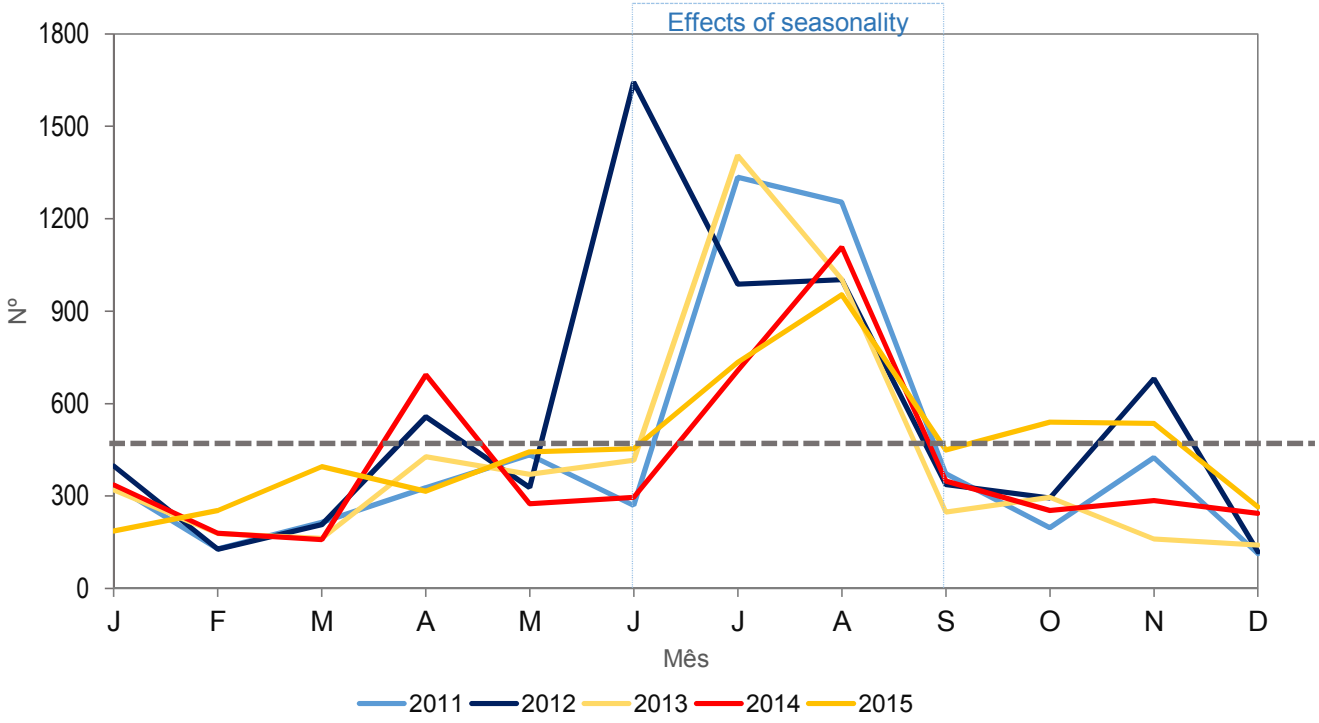
Maria Dolores Sanchez (University of Corunha)

Luísa Rodrigues (University of Minho)

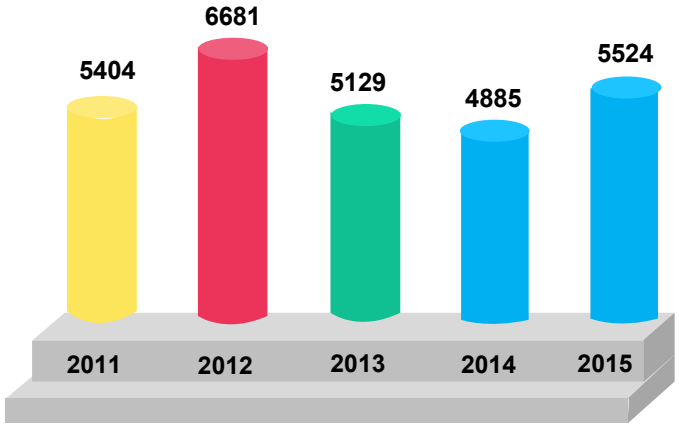
Ricardo Mota (Boticas Municipality)

Geographic context

Visitors per month



Visitors per year

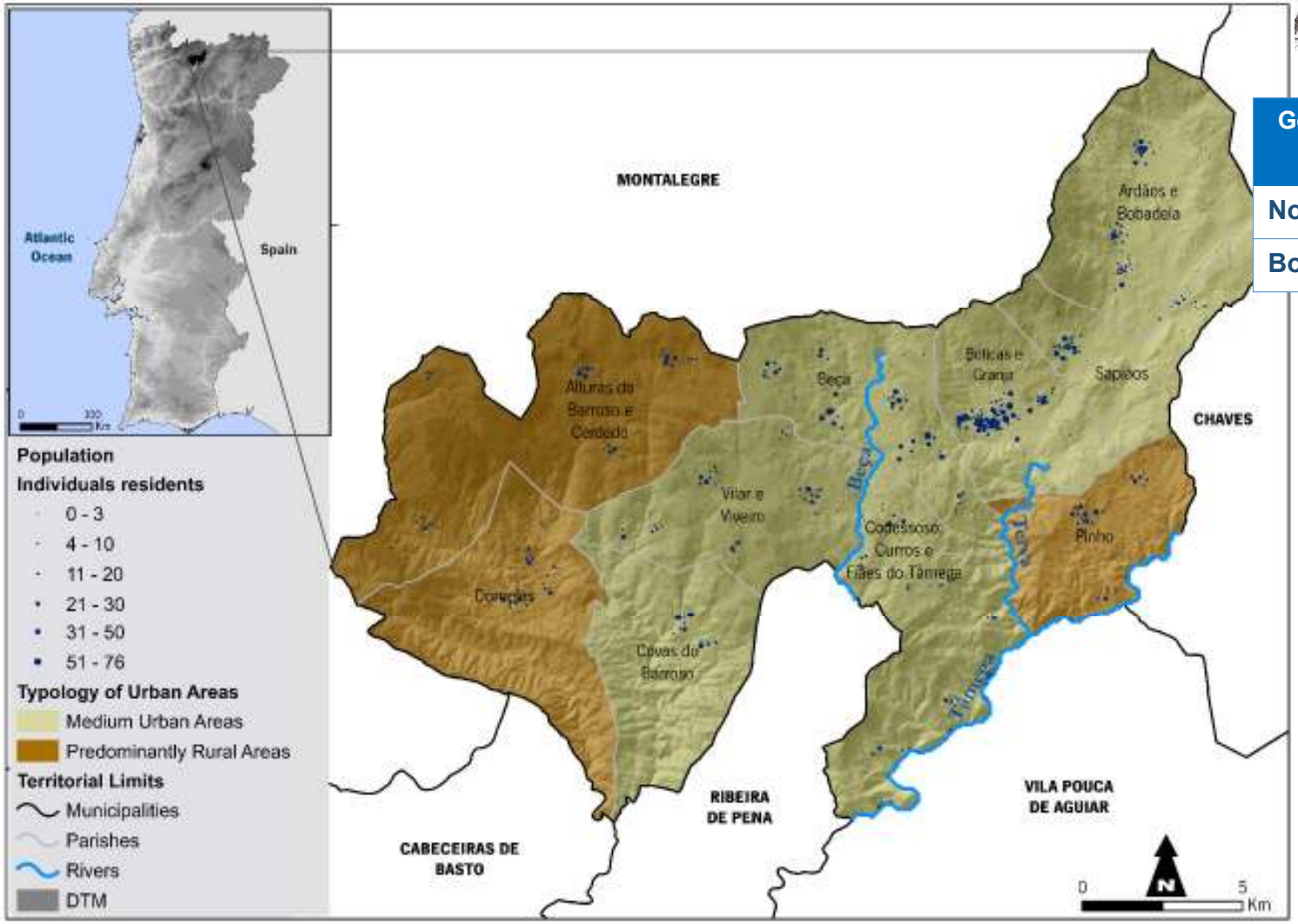


Origin of visitors (2015)

	%
Portuguese	97,5
French	0,9
Spanish	0,9
Other countries	0,6

Source: Own elaboration, based on Tourism Office of Boticas.

Geographic context

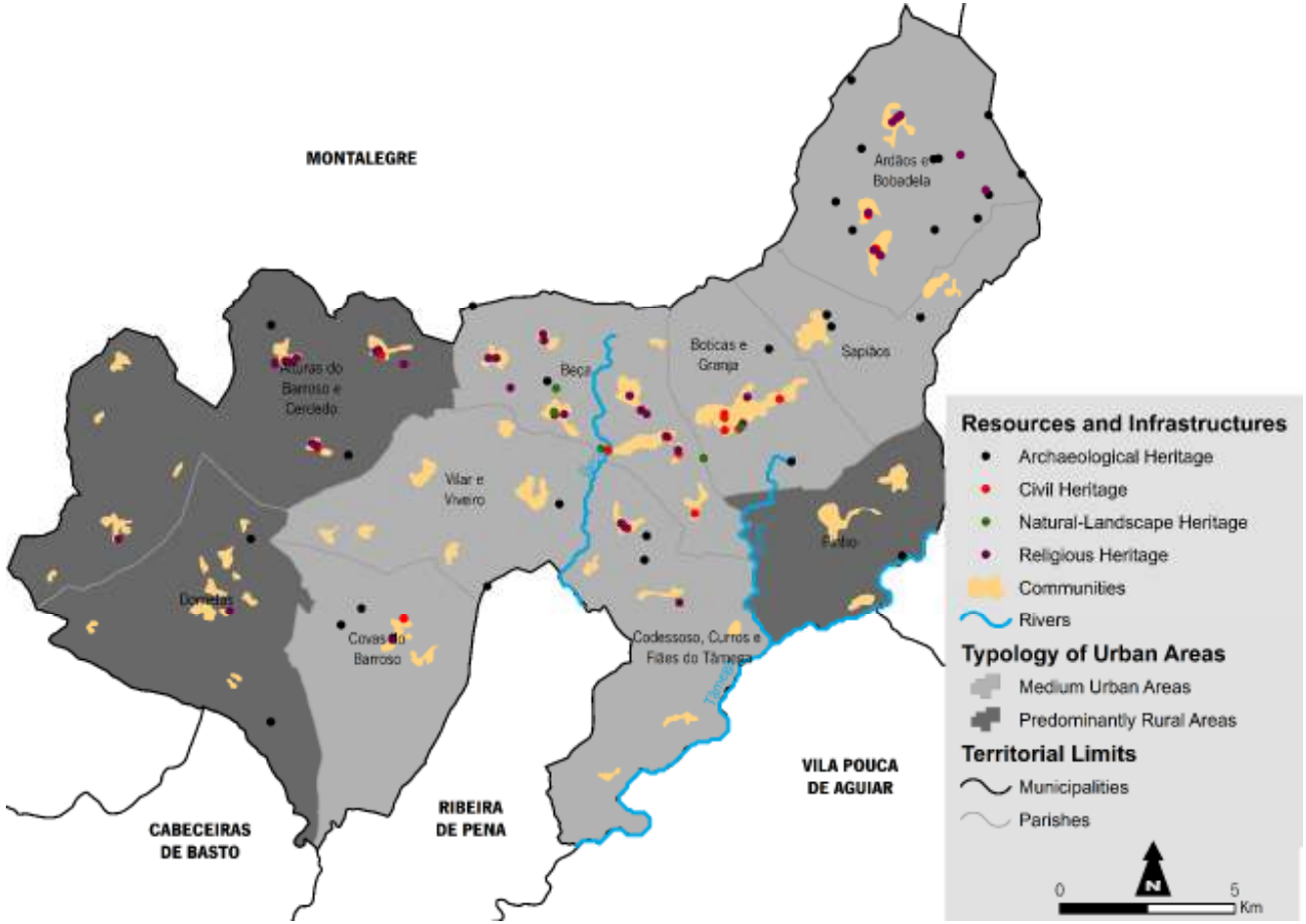


Framework - municipality of Boticas

Source: Census of population (2011), T.I.P.A.U. (2014) and Atlas of Environment

Geographic Location	Residents (number)		
	1991	2001	2011
Northern region	3.472.715	3.687.293	3.689.713
Boticas	7.936	6.417	5.750

Source: I.N.E., 2011.



Resources and infrastructures in Boticas

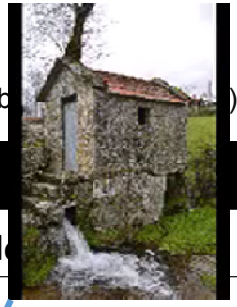
Source: Own elaboration based on data from the Interactive shop of Tourism in Boticas and website 'Heritage with History – Boticas'.

Asymmetries in the availability of tourist resources

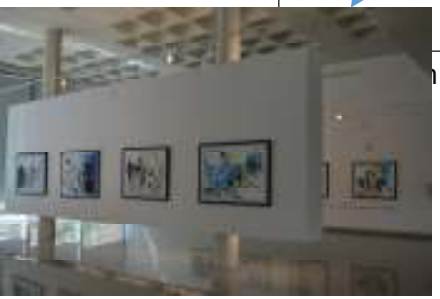
- Northeast and center of Boticas

Results

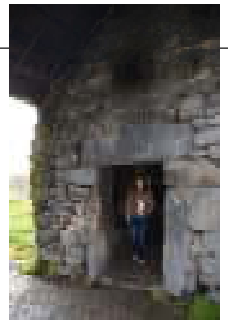
Touristic resources (tangib) in the municipality of Boticas



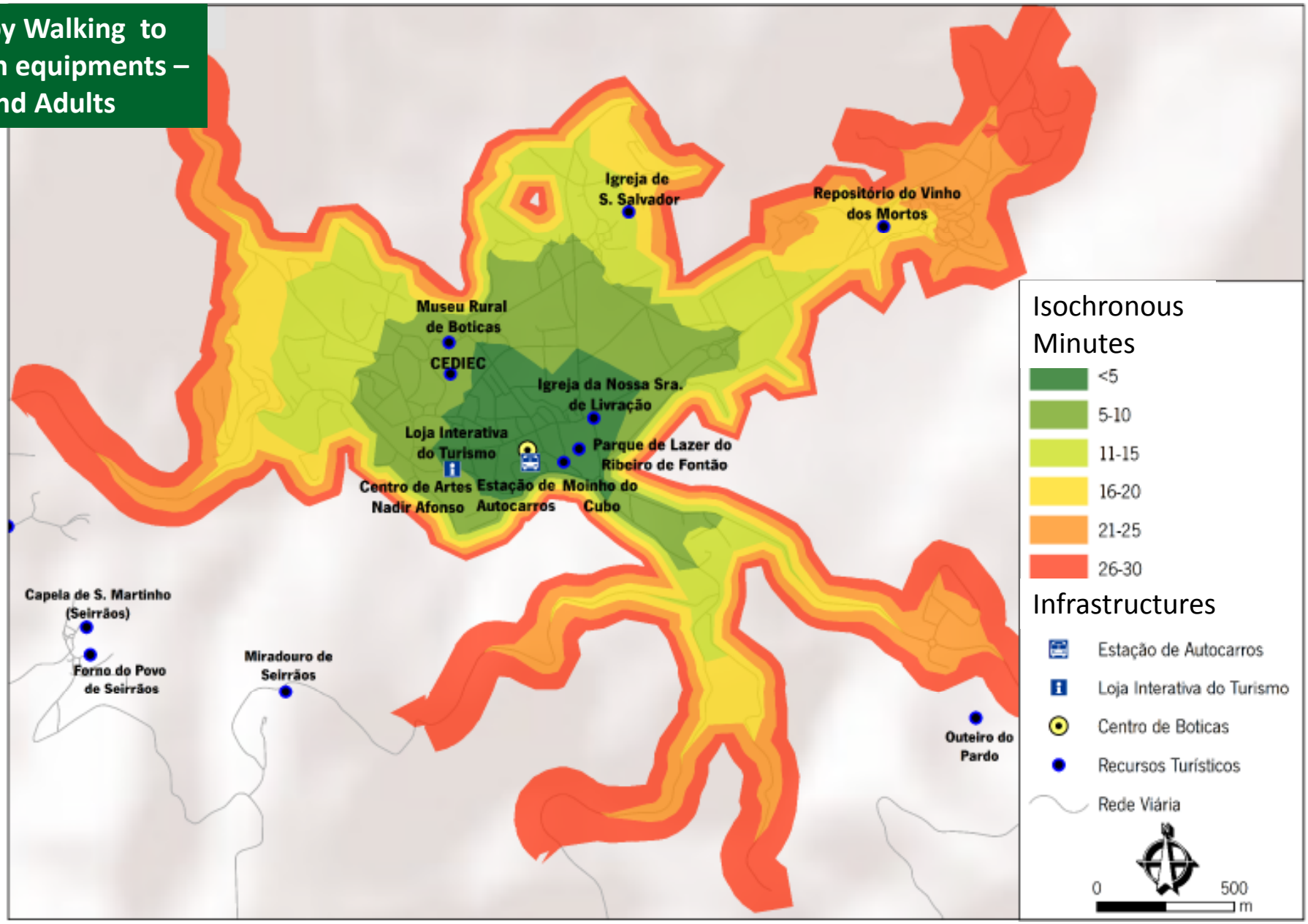
Tangibles		Intangibles	
Exploited	**Unexpl**	**Exploited**	**Unexploited**
▪ Archaeological Park of Terva Valley ▪ Rural Museum of Boticas ▪ Nadir Afonso Art Center ▪ CEDIEC ▪ BOTICAS PARK - Park of Nature and biodiversity ▪ Wine of Deaths	▪ Spa of Carvalhelhos ▪ Mills ▪ Community ovens	▪ Origin and Painting of Master Nadir Afonso ▪ Gastronomic Fair of Pig	▪ Some festivities ▪ Customs and traditions ▪ Local gastronomy



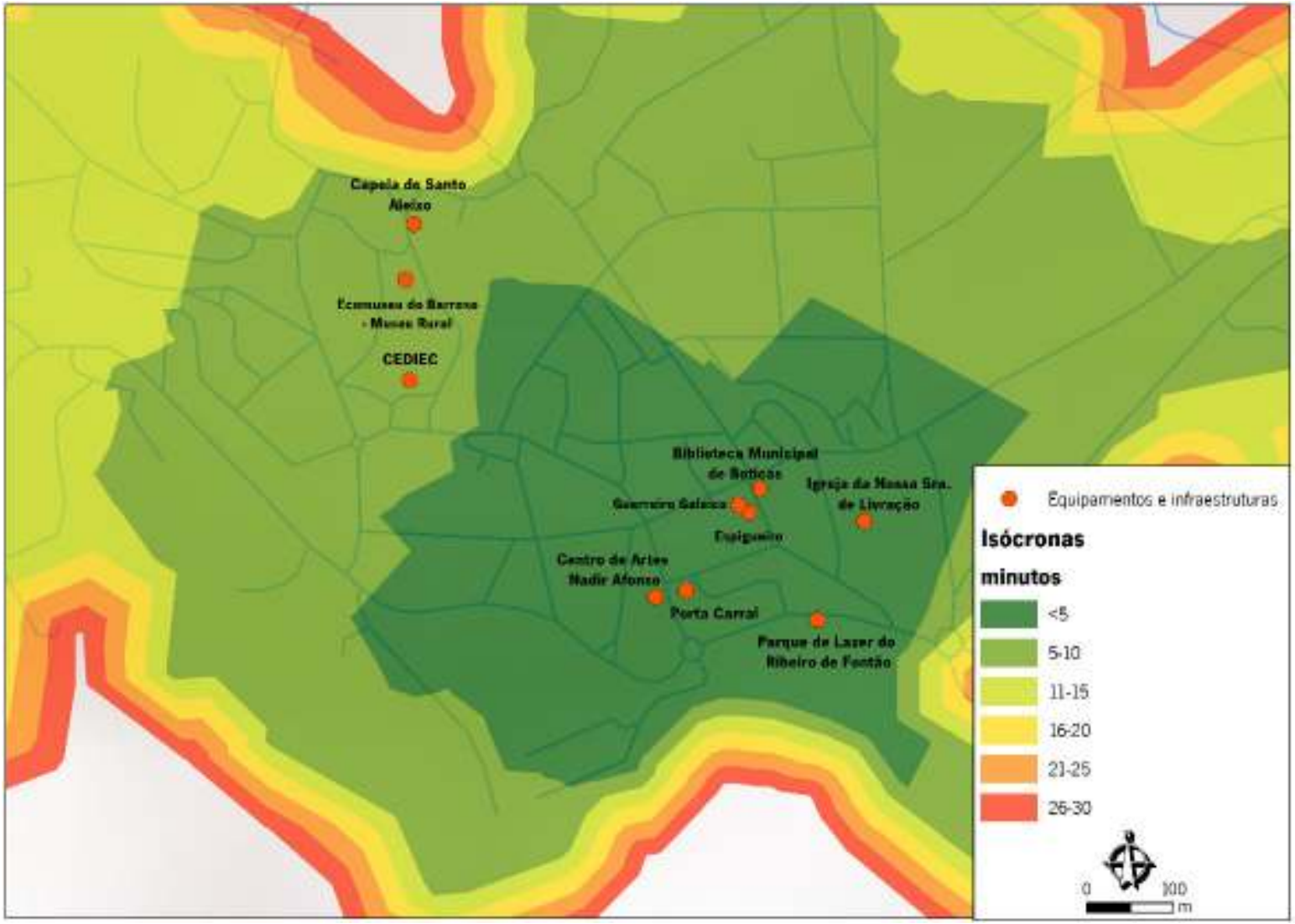
n elaboration.



Access by Walking to the main equipments – Young and Adults



Map of equipment to visit (sochronous)



- Tourist-cultural itinerary in Boticas.

	Porta Carral
9.30 – 12.30	Loja Interativa do Turismo
	Centro de Artes Nadir Afonso
	Pause
	Centro Europeu de Documentação e Interpretação da Escultura Castreja
	Ecomuseu de Barroso – Museu Rural de Boticas
	Capela de Santo Aleixo
	Adega dos Vinho dos Mortos
	LUNCH
14.30 – 17.30	Repositório do Vinho dos Mortos
	Igreja Paroquial da Nossa Senhora da Livração
	Parque de Lazer Ribeiro Fontão
	Loja D´Avó
	Biblioteca Municipal de Boticas
	Espigueiro
	Guerreiro Galaico
	Pause

Tourist-cultural itinerary in Boticas - MORNING

Porta Carral

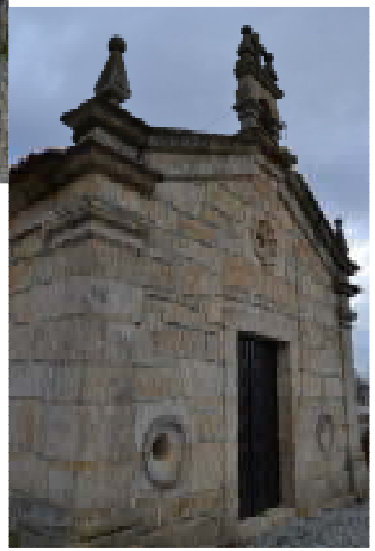
Loja Interativa de Turismo

Centro de Artes Nadir Afonso

Centro Europeu de Documentação e Interpretação da Escultura Castreja

Ecomuseu de Barroso – Museu Rural de Boticas

Capela de Santo Aleixo



Adega dos Vinho dos Mortos

Levels of visitation of the different equipment

Weaknesses:

- A few of the facilities do not have employees who speak other languages besides Portuguese;
- In certain cases, the elements that may be complementary to the visit are closed, especially churches and chapels;
- The structured offer for people with reduced mobility is still short, from what could be usable when it comes to newly created equipment.

- Some aspects inherent to each equipment - FORM OF COMMUNICATION AND DISSEMINATION

EQUIPMENT
ACCESS TO DISABLED PEOPLE
LANGUAGES
VISITING TIME (OPEN TO THE PUBLIC)
VISITING AVAILABILITY (GROUP OR INDIVIDUAL)
WHAT TO DO?
CONTENT FOR THE VISITOR

Turismo do Porto e Norte de Portugal

- Visitar, dormir e comer -

Níveis de visitação dos diferentes equipamentos

- Apesar da importância do desenvolvimento de um itinerário turístico para a vila de Boticas, existem algumas fragilidades que convém salientar:

- alguns dos equipamentos não têm funcionários que saibam falar outros idiomas além do Português (nomeadamente a Loja Interativa do Turismo do Porto e Norte, principal equipamento informador da estratégia turística);
- em certos casos, os elementos que podem funcionar como complementares à visita estão, em algumas das situações, encerrados, nomeadamente quando nos referimos às igrejas e capelas;
- a oferta estruturada para pessoas com mobilidade reduzida fica ainda aquém do que seria expetável quando se trata de equipamentos criados recentemente.

Results from stakeholders perceptions

Galician-Lusitanian warrior

1) the results of the focus group of 2015 are similar to those of interviews conducted in 2016;

2) residents show high scores regarding the **attributes they identify for the municipality of Boticas** and local and regional agents also recognize that tourism is a priority activity in terms of development in the municipality of Boticas and in the Alto Tâmega sub-region, **and that the increase in the number of tourists may lead to a greater dynamism of crafts and other traditions, but private tour operators are identified as key to this**;

3) interviewees in 2016 perceive **nature tourism as the most relevant segment in Boticas, although the gastronomy will follow,** and the cultural component;
However the elements that participated in the focus group identified a greater amount of segments, such as health and wellness tourism;

4) 61.7% of the residents consider that the existing infrastructures are sufficient and the local and regional agents assume the same; **there is a lack of incentive and stimulus of network communication, as well as a lack of marketing strategy and dissemination;**

5) the respondents assumed that they have an average level of participation in the initiatives related to the tourist activity that occurred in the municipality and about **one third expressed their willingness to contribute to the promotion of the tourist activity;**

6) respondents are willing to help promoting tourism, but are unwilling to integrate tourists **into initiatives that are linked to individual daily activities** (e.g., **invite tourists to lunch and/or dinner at home**) and do not have a significant entrepreneurial capacity (e.g., to invest in activities to support the tourist activity, such as hotels, restaurants);

7) the motivation and preparation is notorious for the development of tourism, lacking **a greater connection and teamwork and the establishment of common goals**;

8) the population and the municipality are prepared to receive more tourists **but the need to educate the population was identified**; It is repeated that the population is hospitable, but, nevertheless, there is still **a lot of inexperience in the way the tourist is received, lacking a "culture for tourism“.**

4. A few examples from the northern Portugal

- **Project "CREATOUR: Creative Tourism Destination Development in Small Cities and Rural Areas"** targets all regions of mainland Portugal 2016-2019.

http://www.ces.uc.pt/creatour/

- It aims to develop an integrated approach and research agenda, combining multidisciplinary theoretical and methodological frameworks, cultural mapping, and benchmarking exercises with the development of an array of Pilots - creative tourism case studies.

- CREATOUR is an incubator/demonstration and multidisciplinary research initiative, supporting collaborative research processes involving five research centres working with a range of cultural/creative organizations and other stakeholders located in small cities across Portugal in the Northern, Centro, Alentejo and Algarve regions.

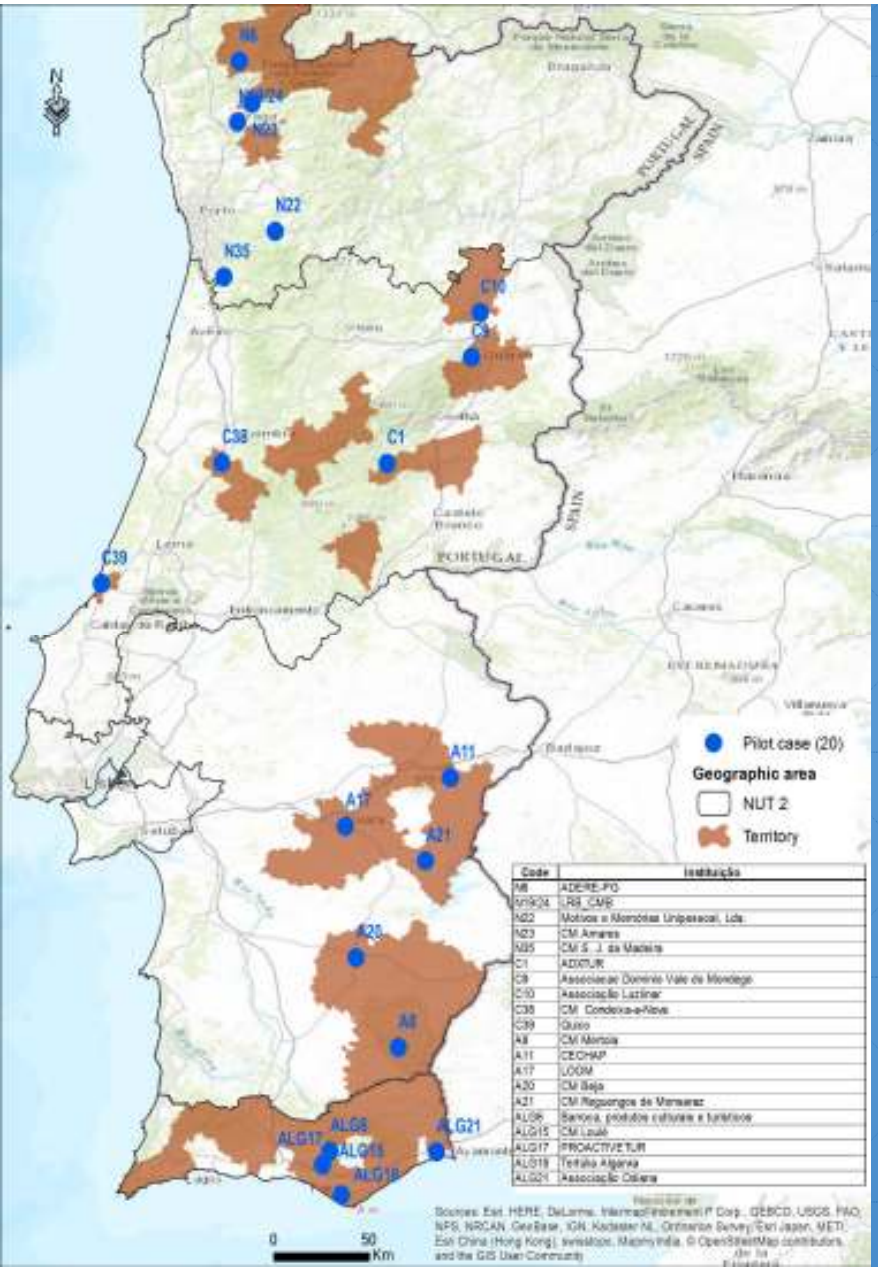
It is organized using the key dimensions of support to enhancing value for creative sector development as a framework:

- 1) build knowledge and capacity;
- 2) support content development and link creativity to place;
- 3) strengthen network and cluster formation.

CREATOUR intertwines Theory and Experimentation

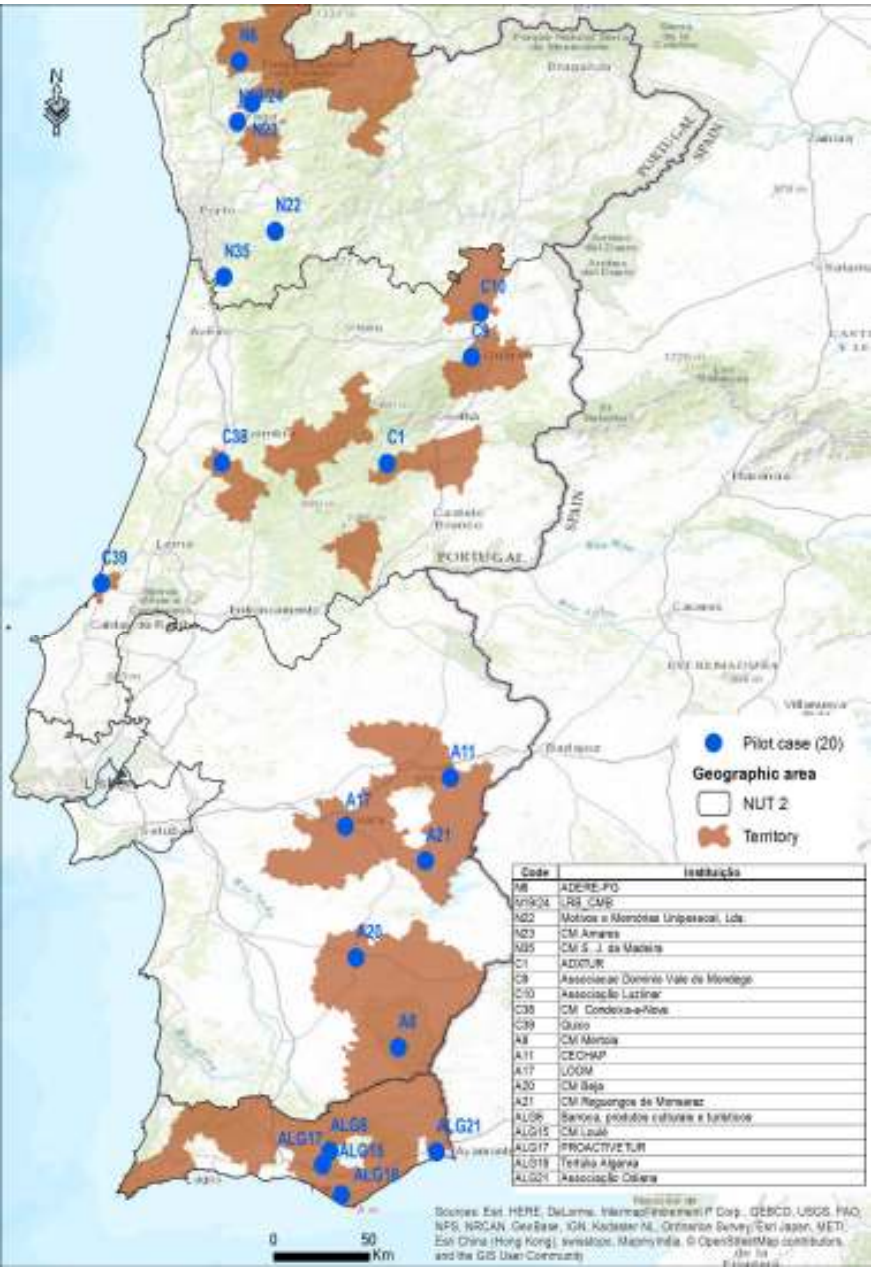
- Inventory of creative tourism projects underway in northern Portugal and also presenting the results of a questionnaire to carry out during 2017. International and Portuguese cultural and creative organizations are being surveyed through existing e-mail networks. This will provide a snapshot of the types of workshops and creative activities offered, who is offering them, and where. Patterns, gaps and possible “hot spots” for creative tourism development are to be identified. Cultural mapping outcomes will be presented, being focused on identifying and mapping cultural/creative, historic and inspirational resources in areas of selected creative tourism hubs.

- The results of the survey will help to assess the links between the involvement of the tourists in the destination and to reinforce the identity of the local community.


N8
N22
N35
C10
C9
C38
C1
C39
A11
A17
A21
A25
A8
ALG8
ALG17
ALG15
ALG18
ALG21
Pilot case (20)
Geographic area
NUT 2
Territory
Code
Instituição
N8 ADERE-PO
N19/24 LRS_CMB
N22 Motivos e Memórias Unipessoal, Lda.
N23 CM Amares
N35 CM S. J. da Madeira
C1 ADDITUR
C9 Associacao Dominio Vale do Mondego
C10 Associação Lazimar
C38 CM Condeixa-a-Nova
C39 Quixo
A8 CM Mértola
A11 CECHAP
A17 LODM
A20 CM Beja
A21 CM Reguengos de Monsaraz
ALG8 Senhora, produtos culturais e turísticos
ALG15 CM Loulé
ALG17 PROACTIVETUR
ALG18 Terrafria Algarve
ALG21 Associação Odiana
0
50
Km

1

2



Site

4 and 5 May 2017 – University of Minho

Regional Idealab

5. Some conclusions

1. From the interviews and the two focus groups, it might be concluded that the municipality of Boticas has tourist potential to be developed, especially linked to segments of nature, culture and health and well-being.

2. A dimension that was underlined was the weaknesses of local and regional coordination that brings together the municipalities of Alto Tâmega and Barroso sub-region at the level of planning events and tourism promotion.

3. The need to find an entity. Perhaps the Municipality of Boticas needs to develop some kind of action in terms of promoting of entrepreneurship for the products/services that may have touristic relevance.

Recommendations:
Confirmation of the results through other data resulting from quantitative approaches, including through surveys to residents and to visitors.

6. What must we do in the near future?

1. **HOLISTIC THOUGHT** - Think and act following a holistic way.

2. **SHARING AND TRUST** - Work in team and develop networks in our own country and with other teams from other countries – CREATOUR in the near years; more proximity to universities.

3. **COLLABORATION** - Identify contributions to the definition of a more participative and sustainable tourism development.

4. SCALES – As any territory cannot be tretated as an island! - Municipality, Sub-Region, Region – Seasonality

5. TO PREPARE – The population of the medium sized cities and of rural areas.

6. TO PREPARE – The employees of the historic and cultural equipments – being able to interact in English.

MONOTORING, MONOTORING, MONOTORING…

Research in Creative Tourism and Reference to Projects Developed in this Area – a few cases from northern Portugal

Thank you for your attention!

Paula Remoaldo
paularemoaldo@gmail.com
cris.remoaldo@gmail.com

Lab2PT - University of Minho